



Arnold Schwarzenegger, Governor

State of California

Employment Training Panel

CASE STUDY

Bay Area Video Coalition

Founded in San Francisco in 1976 by the Rockefeller Foundation, the Bay Area Video Coalition (BAVC) is the nation's largest media arts center, providing courses in all aspects of video, web and multimedia production. The center offers a year-round comprehensive schedule of over 400 workshops and seminars to more than 5,000 students on state-of-the-art equipment, serving industry professionals, educators, business leaders, and independent artists, while providing certification programs in Videography, Multimedia, AVID Editing, and Digital Postproduction.

BAVC approached ETP several years ago to assist primarily small, local multimedia companies with cutting-edge multimedia training to help them survive in the highly competitive business environment in Northern California, particularly the Bay Area/Silicon Valley, which continues to be at the forefront of media technology development. A highly skilled and specialized workforce provides a major competitive advantage and a primary draw for technology companies to locate and remain in California, and gives Northern California a major asset in new business development.

BAVC recently earned \$873,708 through its third project with ETP, which provided high-end technology and multimedia production skills training to 500 workers from over 100 small businesses, the latest and most advanced training available to California Companies, including classes in Apple, Adobe, Autodesk, Digidesign, and Avid softwares.

Companies such as DreamWorks, Wild Brain, Oddball Film and Video, Telemundo, VIZ, and Fat Box have participated in BAVC's training contracts with ETP, along with many small digital technology/multimedia firms. Total Media Group of San Francisco, a company with 10 employees, has stated that the training has "taken their company to the next level in terms of technical skills and creativity."

From advertising to banking, from film production to graphic design, from manufacturing to broadcast television, and retail to non-profit – the demands of business and the presence of high-level global competition require expertise in digital technology platforms in many different industries. As a result of the partnership with ETP, BAVC was able to assist many companies in meeting those heavy demands.

"In order to remain competitive in today's high-tech, global economy, it is crucial for small and mid-sized businesses to keep current on the newest technologies. Effective job training is more essential today than ever before....Through strong employer partnerships, we were able to maximize ETP monies to provide state-of-the-art training to small companies that need it most."

**Wendy Levy, Director of Media Arts and Education
Bay Area Video Coalition**